intended to cover such departures from the present disclosure as come within known or customary practice in the art to which this invention pertains.

Claims

5   1.   A method for providing advertisements comprising the steps of:

receiving an advertisement from at least one source selected from a group consisting of sponsors and advertising agents;

providing said advertisement to a user;

estimating an advertising commission according to the type of advertisement

10   and manner of providing it to the said user; and

demanding said advertising commission from at least one source selected from a group consisting of sponsors and advertising agents;

wherein an access commission is estimated and demanded from at least one source selected from a group consisting of sponsors and advertising agents when said

15   user links to an advertisement-related site by means of said advertisement.

2.   The method for providing an advertisement as claimed in claim 1, wherein the step of demanding said advertising commission from at least one source selected from a group consisting of sponsors and advertising agents comprises

20   the steps of:

renewing a log file for recording the number of times said advertisement are provided to said user;

estimating the number of said advertisements that are provided to said user by analyzing the log file using streaming media; and

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estimating said advertising commission by applying a predetermined commission

rate to said estimated number of advertisements provided to a user.

3.   The method for providing an advertisement as claimed in claim 1, further

5   comprising the steps of:

generating a log file for said user; and

converting said log file into a plurality of profiles according to the personal

information of said user by using time data stored in said log file.

10   4.   The method for providing an advertisement as claimed in claim 3, wherein said

personal information comprises at least one kind of information selected from

the group consisting of gender, area, log history, occupation, hobby, school

career, and customer level.

15   5.   The method for providing an advertisement as claimed in claim 1, wherein further

comprising the steps of:

storing data about the time duration and contents of links with said

advertisement-related site; and

estimating said access commission by applying a predetermined commission

20   rate to said contents of a link.

6.   The method for providing an advertisement as claimed in claim 1, wherein the

advertisement comprises at least one kind of information selected from a group

consisting of: normal image information, No Good (NG) image information, and

advertisement-related information about Commercial Films (CF), movies, and music videos.

7. The method for providing an advertisement as claimed in claim 1, wherein said
5 advertisement is provided by at least one kind of icon selected from a group consisting of:

a CF parade icon for providing at least one kind of DF information selected from a group consisting of said normal image information and said NG image information;

a movie parade icon for providing at least one kind of movie information
10 selected from a group consisting of said normal image information and said NG image information; a music video parade icon for providing at least one kind of music video information selected from a group consisting of said normal image information and said NG image information;

a related information icon for providing said advertisement-related information,
15 wherein said advertisement-related information is at least one kind of information selected from a group consisting of information about related persons, music and places related to said CF information, and said movie or music video information;

a learning space icon for providing expert information about said advertisement;

20 a shopping icon for providing a product advertised by said advertisement; and

a questionnaire icon for collecting opinions about said advertisement.

8. The method for providing an advertisement as claimed in claim 7, further comprising the steps of:

receiving an information-demand signal according to which icon is selected by

said user from among a group of icons consisting of said CF parade icon, said

movie parade icon and said music video parade icon; and

providing one kind of information selected from a group consisting of said CF

5   information, said movie information and said music video information according

to said information-demand signal received from said user.

9. The method for providing an advertisement as claimed in claim 8, wherein the

step of providing one selected from the group consisting of said CF information,

10   said movie information and said music video information according to said

information-demand signal for said user is accomplished by downloading.

10. The method for providing an advertisement as claimed in claim 8, wherein said

downloaded information is a moving image picture.

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11. The method for providing an advertisement as claimed in claim 7, wherein

further comprising the steps of:

receiving an information-demand signal according to clicking on said related

information icon from said user;

20   providing at least one advertisement-related information corresponding to said

information-demand signal to the user, said advertisement-related information

being one selected from the group consisting of a personal information, a music

information, a place information and a gossip information about said CF

information, said movie information and said music video information; and

providing an access for a site related to the advertisement-related information to the user.

12. The method for providing an advertisement as claimed in claim 7 further

5   comprising the steps of:

receiving an information-demand signal according to clicking on said learning space icon from said user;

providing at least one advertisement-related information corresponding to said information-demand signal to the user, said advertisement-related information being one

10   selected from the group consisting of an advertising knowledge, books related to said advertisement and an educational organ information related to said advertisement; and

providing an access to a site related to the advertisement-related information to the user.

15   13. The method for providing an advertisement as claimed in claim 7, wherein further comprising the steps of:

receiving an information-demand signal according to clicking said opinionnaire icon from said user;

selecting a pertinent information in accordance with said information-demand

20   signal, said pertinent information being one selected from the group consisting of researching, monitoring and rank deciding; and

providing the pertinent information to said user.

14. The method for providing an advertisement as claimed in claim 7 further

comprising the steps of:

receiving an information-demand signal according to clicking on said shopping icon;

providing a pertinent information according to said information-demand signal 5   for said user; and

linking a related site corresponding to said pertinent information.

15. An apparatus for providing an advertisement, comprising:

a storage device; and

10   a processor coupled to said storage device,

said storage device storing

a program for controlling said processor; and

said processor operative with said program to receive an advertisement from at least

one source selected from a group consisting of sponsors and advertising agents;

15   provide said advertisement to a user;

estimate an advertising commission according to the type of advertisement and

manner of providing it to the said user; and

demand said advertising commission from at least one source selected from a

group consisting of sponsors and advertising agents;

20   wherein an access commission is estimated and demanded from at least one

source selected from a group consisting of sponsors and advertising agents when said

user links to an advertisement-related site by means of said advertisement.

16. The apparatus for providing an advertisement as claimed in 15, wherein said

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processor further operate with said program to generate a log file for said user; and

to convert said log file into a plurality of profiles according to the personal

information of said user by using time data stored in said log file.

5   17. The apparatus for providing an advertisement as claimed in 16, wherein the

personal information comprises at least one kind of information selected from the group

consisting of information about gender, age, occupation, hobby, area, school career and

log history.

10   18. The apparatus for providing an advertisement as claimed in 15, wherein said

processor further operate with said program to store data about the time duration and

contents of links with said advertisement-related site; and

to estimate said access commission by applying a predetermined commission

rate to said contents of a link.

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19. The apparatus for providing an advertisement as claimed in 15, wherein the

advertisement comprises at least one kind of information selected from the group

consisting of normal image information, No Good (NG) image information and

knowledge information of Commercial File (CF) information, movie information, music

20   video information.